

Message Text

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ORIGIN ARA-20

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DRAFTED BY ARA/ECP:EMCOHEN:JD

APPROVED BY ARA/ECP:WEKNEPPER

ARA-LA/CAR:KLWAUCHOPE

OIM/BIC:WSLYNCH:WHADAR

EB/OLA:JFSIMMONS

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FM SECSTATE WASHDC

TO AMEMBASSY NASSAU

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E.O. 11652: N/A

TAGS: BEXP, AFSP, BF

SUBJECT:FY 1974 COMMERCIAL ACTION PROGRAM (CAP) - BAHAMAS

REF: (A) NASSAU 1880; (B) NASSAU 1868; (C) STATE 16997;

(D) USDOC 19590

1. STATE AND COMMERCE HAVE ESTABLISHED THE ACTION STAFF FOR THE BAHAMAS CAP AS FOLLOWS: STATE - ARA/CAR, KEITH L. WAUCHOPE, CHIEF OF BAHAMAS AFFAIRS; ARA/ECP, EDWARD M. COHEN, DEPUTY COMMERCIAL COORDINATOR. COMMERCE - OIM/BIC, WALTER HAIDAR, BAHAMAS COUNTRY SPECIALIST; OIM/BIC, WILLIAM S. LYNCH, DEPUTY ASSISTANT DIRECTOR. THE ACTION STAFF WILL "BACKSTOP" THE EMBASSY'S COMMERCIAL EFFORTS, AND WILL ENDEAVOR TO SEE TO IT THAT ANY ACTIONS REQUIRED ON THIS END ARE EFFECTED PROMPTLY AND FULLY AS POSSIBLE BY THE RESPONSIBLE PERSONNEL IN STATE, COMMERCE AND OTHER AGENCIES.

2. AFTER CAREFUL REVIEW OF THE PROPOSED CAP (REFTEL A) THE ACTION STAFF SUGGESTS THAT SOME OF ITS PROPOSED OBJECTIVES AND ACTIONS BE MORE PRECISELY GEARED TO PARTICULAR U.S. PRODUCTS OR SERVICES THAT SEEM TO HAVE ESPECIALLY GOOD PROSPECTS FOR INCREMENTAL SALES IN THE BAHAMAS, (I.E., UNCLASSIFIED

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TARGET INDUSTRIES OR TARGETS OF OPPORTUNITY). A BASIC CON-

CEPT IN COMMERCIAL PROGRAMMING IS THAT EFFORTS SHOULD BE FOCUSED ON A FEW ESPECIALLY PROMISING PRODUCTS OR SERVICES RATHER THAN BE DIFFUSED AMONG MANY. ALSO, SEVERAL OF THE ACTIONS UNDER VARIOUS PROPOSED OBJECTIVES CALL FOR WHAT IS

NOW TERMED AN EARLY WARNING SYSTEM; WE BELIEVE IT WOULD BE PREFERABLE TO CONSOLIDATE SUCH ACTIONS UNDER A SINGLE OBJECTIVE, AND IN THAT CONTEXT TO SPECIFY WHAT IS TO BE DONE TO ESTABLISH AND MAINTAIN THE EARLY WARNING SYSTEM. FOLLOWING ARE OUR DETAILED SUGGESTIONS:

3. OBJECTIVE ONE - THE ACTIONS UNDER THIS OBJECTIVE SHOULD BE GEARED MORE DIRECTLY TO: FIRST, IDENTIFYING PURCHASING OFFICERS WHO ARE ESPECIALLY LIKELY TO BE PLACING SUBSTANTIAL ORDERS FOR PRODUCTS OR SERVICES IN THE NEAR FUTURE; SECOND, SELECTING A FEW OF THESE PRODUCTS OR SERVICES TO RECEIVE THE HIGHEST PRIORITY FOR ACTIONS UNDER THIS CAP; AND, FINALLY, INITIATING FOR EACH SUCH PRODUCT OR SERVICE A NUMBER OF CUSTOM-TAILORED ACTIONS TO PROMOTE U. S. SALES OF IT. ACCORDINGLY, WE PROPOSE THAT THE ACTIONS LISTED UNDER OBJECTIVE ONE BE RESTATED AS FOLLOWS: ACTION ONE: BY FEBRUARY 28, IDENTIFY AS MANY AS POSSIBLE GCOB OR QUASI-GOVERNMENTAL PURCHASING OFFICERS WHO ARE LIKELY TO PLACE LARGE ORDERS FOR PRODUCTS OR SERVICES IN THE NEAR FUTURE. ACTION TWO - ON THE BASIS OF THIS SURVEY, SELECT AT LEAST TWO OF THESE PRODUCTS OR SERVICES FOR INCLUSION AS OBJECTIVES UNDER THIS FY 1974 CAP, AND BY MARCH 8 DRAFT AND SUBMIT TO WASHINGTON THESE NEW OBJECTIVES TO BE SUBSTITUTED FOR THE PRESENT OBJECTIVE ONE OF THIS CAP (THE NEW OBJECTIVES COULD BE NUMBERED 1-A, 1-B, ETC.). FOR EACH NEW OBJECTIVE, LIST A NUMBER OF SUITABLE ACTIONS TO PROMOTE U. S. SALES, INCLUDING PERHAPS ACTIONS SUCH AS THOSE ENVISAGED IN THE PRESENT ACTIONS TWO AND THREE, AND ACTIONS INVOLVING DIRECT APPROACHES OR "CULTIVATION" OF RESPECTIVE PURCHASING OFFICERS IDENTIFIED VIA THE ABOVE PROPOSED ACTION ONE.

4. OBJECTIVE TWO - TO BE SURE THAT U.S. SUPPLIERS BENEFIT MAXIMALLY FROM THE GCOB'S CAMPAIGN TO ATTRACT NEW BUSINESS TO THE BAHAMAS--AND ALSO TO BE SURE THAT U.S. UNCLASSIFIED

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SUPPLIERS PARTICIPATE EFFECTIVELY IN ANY OTHER RELATIVELY LARGE COMMERCIAL OPPORTUNITIES ARISING ON THE ISLANDS--THE OBJECTIVE HERE SHOULD BE TO "ESTABLISH AND MAINTAIN A COMPREHENSIVE, SPEEDY EARLY WARNING SYSTEM FOR THE DETECTION AND REPORTING OF MAJOR TRADE AND INVESTMENT OPPORTUNITIES." UNDER THIS OBJECTIVE THERE SHOULD BE A NUMBER OF SPECIFIC ACTIONS SUCH AS, PERHAPS: ACTION ONE -

MONITOR ON A DAILY BASIS ALL GCOB AND QUASI-GOVERNMENTAL PUBLICATIONS THAT MAY INCLUDE ANNOUNCEMENTS OF PLANNED PROJECTS OR TENDERS. ACTION TWO - DEVELOP CLOSE RELATIONS WITH ALL KEY BAHAMIANS WHO ARE IN A POSITION TO KNOW OF PLANNED PROJECTS OR TENDERS, AND QUESTION THEM AS FREQUENTLY AS POSSIBLE. ACTION THREE - REQUEST APPROPRIATE RESIDENT AMERICAN CITIZENS ON THE ISLANDS TO COMMUNICATE PROMPTLY TO EMBASSY OFFICERS ANY PROSPECTIVE LEADS THAT COME TO THEIR ATTENTION. (NOTE: IN BARBADOS, OUR EMBASSY HAS FOR THIS PURPOSE SUPPLIED POSTCARDS TO SELECTED AMERICANS WHO RESIDE ON THE MORE DISTANT ISLANDS IN ITS BAILIWICK.)

5. OBJECTIVE THREE: THE ACTION STAFF WILL PROMPTLY DISCUSS THIS WITH STATE'S VISA AUTHORITIES. THE EMBASSY SHOULD OF COURSE DEFER ACTIONS TWO AND THREE UNTIL WE HAVE OBTAINED AUTHORIZATION FOR EITHER OF THESE ACTIONS.

6. OBJECTIVE FOUR AND ITS SUPPORTING ACTIONS COULD BE RETAINED AS IS. IN THIS CONNECTION, SEE REFTEL C.

7. OBJECTIVE FIVE: WE SUGGEST REWORDING THIS OBJECTIVE TO READ: "SEEK TO DETERMINE AND EXPLOIT PROSPECTIVE COMMERCIAL OPPORTUNITIES ARISING FROM THE ELIMINATION OF THE COMMONWEALTH TARIFF PREFERENCE." ACTION THREE COULD THEN BE MADE MORE SPECIFIC, AS FOLLOWS: "SELECT ONE OR MORE U.S. PRODUCT LINES OR SERVICES THAT SEEM LIKELY TO HAVE GREATER SALES PROSPECTS IN THE BAHAMAS AS A RESULT OF THE COMMONWEALTH DEVELOPMENTS, AND FOR EACH PRODUCT OR SERVICE FORMULATE A RELEVANT OBJECTIVE AND SUPPORTING ACTIONS, AS AN ADDENDUM TO THIS FY 1974 CAP AND/OR AS PART OF THE FY 1975 CAP."

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8. OBJECTIVE SIX AND ITS ACTION ONE COULD BE RETAINED AS IS. ACTIONS TWO AND THREE SHOULD BE REVISED IN ACCORDANCE WITH THE GUIDANCE PROVIDED IN REFTEL D; THAT IS, THEY SHOULD BE GEARED TO PROMOTION OF PARTICULAR U.S. PRODUCTS OR SERVICES--PERHAPS THE ONES THAT ARE SELECTED UNDER OBJECTIVE ONE AS WE HAVE SUGGESTED IN PARAGRAPH 3 ABOVE, OR ONES DETERMINED VIA THE ANALYSIS ENVISAGED UNDER OBJECTIVE FIVE. ACTION TWO, IF REVISED AS PER REFTEL D, WOULD CALL FOR THE EMBASSY TO UNDERTAKE A DISPLAY USING ITS OWN RESOURCES SUPPLEMENTED BY CONTRIBUTIONS FROM U.S. FIRMS' LOCAL AGENTS OR REPRESENTATIVES. ACTION THREE WOULD, IF REVISED AS PER REFTEL D, CALL FOR THE EMBASSY TO RECOMMEND THAT THE SELECTED PRODUCT OR SERVICE BE THE SUBJECT OF A CATALOG SHOW IN FY 1976 REPEAT 1976.

9. EMBASSY IS REQUESTED TO REVISE ITS CAP ALONG LINES
SUGGESTED ABOVE, AND RESUBMIT BY TELEGRAM BY MARCH 8. KISSINGER

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